

- (v) Guidelines for accreditation of Ayurvedic and Panchkarma Centres have been circulated to all State Governments for implementation. The same has been placed on Ministry of Tourism's website [www.incredibleindia.org](http://www.incredibleindia.org) for wider publicity.
- (vi) Yoga/Ayurveda/Wellness has been promoted over the last two years in the print, electronic, internet and outdoor medium under the Ministry of Tourism's "Incredible India Campaign".
- (vii) Brochures & CDs on Body, Mind and Soul covering the traditional system of medicine have been produced and circulated extensively by Ministry of Tourism.

### **Medical and Health Tourism Destination**

690. SHRI C. PERUMAL: Will the Minister of TOURISM be pleased to state:

(a) whether it is a fact that Government are planning to promote India as a Medical and Health Tourism Destination;

(b) the number of foreign tourists travelled to our country for medical treatment for the past three years;

(c) the total foreign exchange earned by Government through Medical Tourism in the last three years; and

(d) the proposals with Government to improve medical facilities in our country to attract more foreign tourists?

THE MINISTER OF TOURISM (SHRIMATI AMBIKA SONI): (a) Ministry of Tourism is promoting India as a Global Health Care Destination.

(b) and (c) Ministry of Tourism does not collect separate information for medical tourists visiting India.

(d) To attract more foreign tourist to the country Ministry of Tourism in collaboration with the Ministry of Health has already taken the following measures to promote Medical Tourism:

- (i) Indian Healthcare Federation, a Non-Governmental Organisation affiliated to the Confederation of Indian Industry, on advice by Government, has prepared a guide on select Indian hospitals of the country for health tourism purposes. It has been placed on Ministry's website [www.incredibleindia.org](http://www.incredibleindia.org) for wider publicity.

- (ii) Brochure, CDs and other publicity material to promote Medical and health tourism has been produced by the Ministry of Tourism and has been widely circulated for publicity in target markets.
- (iii) Medical and health tourism has been specifically promoted at various international platforms such as World Travel Mart, London, ITB, Berlin.
- (iv) A new category of 'Medical Visa' has been introduced, which can be given for specific purpose to foreign tourist coming to India for medical treatment.
- (v) Guidelines for accreditation of Ayurvedic and Panchkarma Centres have been circulated to all State Governments for implementation. The same has been placed on Ministry of Tourism's website [www.incredibleindia.org](http://www.incredibleindia.org) for wider publicity.
- (vi) Yoga/Ayurveda/Wellness has been promoted over the last two years in the print, electronic, internet and outdoor medium under the Ministry of Tourism's "Incredible India Campaign".
- (vii) Brochures & CDs on Body, Mind and Soul covering the traditional system of medicine have been produced and circulated extensively by Ministry of Tourism.

### **Rural Tourism to provide employment**

691. SHRI C. PERUMAL: Will the Minister of TOURISM be pleased to state:

(a) whether it is a fact that Government are giving priority for Rural Tourism to provide employment opportunities and Destination Development;

(b) if so, the details thereof; and

(c) the total financial allocation for this project and the number of areas covered under this scheme?

THE MINISTER OF TOURISM (SHRIMATI AMBIKA SONI): (a) to (c) Yes, Sir. The creation of infrastructure in Rural areas having potential for tourism is being supported under the existing scheme of Product/Infrastructure Development for Destination and Circuit of Ministry of Tourism, while community participation and the capacity bulding including skill up